

# COURSE DETAIL

## BROADCAST PROGRAMMING

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies

**UCEAP Course Number**

116

**UCEAP Course Suffix****UCEAP Official Title**

BROADCAST PROGRAMMING

**UCEAP Transcript Title**

BROADCAST PROGRAMNG

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course explores the generation strategy and development laws of different types of radio and television programs. It covers the characteristics, planning, production process, and operation mode of different program types, as well as the relationship with market mechanism, audience needs, and the social and cultural environment.

## Language(s) of Instruction

Chinese

## Host Institution Course Number

JOUR130032

## Host Institution Course Title

BROADCASTING PROGRAMMING

## Host Institution Campus

## Host Institution Faculty

Lu Ye Zhao Min

## Host Institution Degree

## Host Institution Department

Journalism

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